

Economic Development Committee Meeting Minutes, Wednesday 7/12/17

Call to Order: Mike Miller (EDC Chair) at 8:00AM

Present: Mike Miller (EDC Member Chair), Sally Welch (EDC Member Vice-Chair), EDC Members: Cherri Spriggs-Hernandez, Cathi Ruff, Carol Witten, David Plaut, Gary McDonald, Shawn Tillman (EDC Manager), Dan Karleskint (City Council), Peter Gilbert (City Council), and Matt Brower (City Manager).

Excused Absences: Joann Hilton, and Matt Gardner.

Motion for Minutes Approval: Motion by Cathi Ruff, and 2nd by Sally Welch. Motion for approval by committee with one abstain from newly seated member Gary McDonald. Call for EDC Committee votes following motion should be stated for minutes.

Guests: Jerry Harner (Lincoln City Treasurer), and Cody Wilcox (William Jessup Business Masters student and Intern for Shawn Tillman).

Public Comment: None

Committee Business:

1. Communications Subcommittee Draft Action Plan update by Cherri Spriggs-Hernandez with handouts of Media Plan List and Quarterly Tracking Chart. Cherri will coordinate with Jill Thompson to create an EDC social media LinkedIn page.
2. Linkages Subcommittee update by Cathi Ruff with handout of Tracking Chart of ED related events attended by committee members. Cathi working with Shawn Tillman to finish the Lincoln Resource Guide. Next Greater Sacramento Champions Training is July 28th.
3. Data Collection Subcommittee update by David Plaut with handout of Specific Goals for Collection, and Analysis. Shawn Tillman will work with Matt Gardner and David Plaut regarding computer applications for entrepreneurial economic development management.
4. EDC support for Main Street effort open discussion resulted in the consensus that the DLA should be the main catalyst for a summit meeting, with EDC and Lincoln Chamber supporting that effort. Joann Hilton is the liaison between EDC and DLA.

Information Items/Updates:

1. Placer Wine & Ale Trail guide and map pamphlet, 75 thousand copies, includes several pages highlighting Lincoln's events and businesses.
2. American Way Magazine Regional Profile, distributed in airplane seatbacks, has featured Placer County in their Sacramento Region Section for their 32-page August edition.
3. The Lincoln City Council approved Façade Project at the July 11th council meeting.
4. Lincoln Potters Games will continue to be promoted as an economic development destination for locals and visitors.
5. Greater Sacramento Economic Council Campaign "Extend Your Runway" for entrepreneurs and start up businesses is Wednesday, July 19th, in Sunnyvale.

Future Agenda Items:

1. Sunset Area Plan presentation for August 9th, EDC meeting.
2. EDC Awards discussion - Cathi Ruff will research a city that has implemented this program for EDC further information and guidance.
3. Parklet Presentation – Peter Gilbert will share the Parklet website with EDC for consideration for a future presentation to EDC.

Meeting Adjourned: 9:34AM by Mike Miller
Respectfully submitted by Carol Witten, EDC Member